

III. **In the Drawings**

The Applicant hereby submits re-drafted versions of Figures 2, and 4A-4B to replace the previous versions of these Figures.



Knowledge Module 170

Global Content
Profile
Information
20103

Publication
Profile
Information
20105

Advertisement
Hole
Profile
20107

Content Profile Information - 20101

Global Advertiser
Profile - 20203

Specific Advertisement
Profile - 20205

Advertising Profile Information - 20201

Reader Profile Information - 20301

Descriptive Data
20307

Descriptive Data
20307

Desired Data
20309

Desired Data
20309

Denied Data
20311

Denied Data
20311

Behavior Profile
Information - 20303

Voluntary Profile
Information - 20305

Fig. 2



Content Template - 40101

Second Content Field - 40105

First Content Field - 40103

**Second
Content
Field
40105**

Message Field - 40107

Fig. 4A



Content Template - 40101

Second Content Field - 40105

First Content Field - 40103

Second
Content
Field
40105

Message Field - 40107

Separate Profile Information Field - 40109

Fig. 4B